Foundation for the Global Compact

Job Opening | Manager, Communications (Media and Impact)

Posting Title: Manager, Communications (Media and Impact)
Location: New York, NY

POSITION SUMMARY

Reporting to the Senior Manager, Communications, the Manager (Media and Impact) is responsible for strengthening global media coverage and building the reputation of the UN Global Compact. Through strategic media outreach, the manager will develop and deliver newsworthy content communicating the UN Global Compact brand and value proposition. The Media Manager is also responsible for media monitoring, the assessment of reputational risk and impact reporting for all communication activities on a quarterly and annual basis.

DUTIES AND RESPONSIBILITIES

Media relations

- With guidance from the Senior Manager, undertake strategic planning and manage the execution of UN Global Compact media relations and outreach
- Manage and write press releases, media advisories and statements, organize press conferences.
- Strong relationship-building skills with top tier and trade reporters, plus strong follow-up skills.
- Engage with reporters on pitches and plan according to editorial calendars
- Handle media inquiries and organize interviews for the CEO and other senior staff spokespersons
- Prepare talking points and backgrounders for CEO and senior colleagues
- Identify high level media opportunities to promote the organization’s brand.
- Provide media guidance for senior staff

Media monitoring and evaluation

- Oversee daily media monitoring on behalf of the UN Global Compact (currently using Meltwater)
- Identify and flag major successes and also stories and reports representing reputational risk
- Work with Integrity Team and Senior colleagues to propose appropriate media responses on reputational issues.

Impact reporting (media, social media, publications, website)

- Monitor and evaluate all communications impact and suggest ways to improve
- Identify opportunities to cross-promote content with partner organizations
- Provide quarterly reports on UN Global Compact’s communication impact across all output including media, social media, website, publications etc.
- Produce an annual impact report before the end of each calendar year assessing communications impact with comparison to the two previous years.

Other duties as assigned could include

- Produce communications materials including one-pagers, email campaigns, PowerPoint presentations.

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- Contribute to the development and proof reading of flagship publications
- Support in-house programs to communicate the impact of their work through branded publications and reports
- Advise on and develop key messages that best resonate with target audiences
- Edit and write materials to ensure consistent and effective UN Global Compact messaging
- Develop content that resonates with stakeholders, primarily from the private sector
- Support the development of campaign content for social media, email, website and other relevant channels in alignment with the overall communications and organizational strategy

EXPECTED RESULTS

Increased recognition of the work of the UN Global Compact as measured by increased top-tier media reach; social media engagement and reach, indicated by number of impressions, followers and likes; as well as through website traffic and email campaign open rate/clicks.

Overall, the Manager will develop thorough and well-reasoned written contributions and recommendations, and develop as well as maintain effective working relationships between the UN Global Compact, journalists and partners as required.

COMPETENCIES

- Communications
- News judgement
- Collaboration
- Drive for results
- Creativity

CORE VALUES

- **Integrity:** Demonstrates the values of the United Nations in daily activities and behaviors; acts without consideration of personal gain; resists undue political pressure in decision-making; does not abuse power or authority; stands by decisions that are in the Organization’s interest, even if they are unpopular; and takes prompt action in cases of unprofessional or unethical behavior.
- **Professionalism:** Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; and remains calm in stressful situations.
- **Respect for Diversity:** Works effectively with people from all backgrounds; treats all people with dignity and respect; treats men and women equally; shows respect for and understanding of diverse points of view and demonstrates this understanding in daily work and decision-making, examines own biases and behaviors to avoid stereotypical responses, and does not discriminate against any individual or group.

BENEFITS

- Competitive Salary
- Retirement Plan – 15% employer contribution after 6 months of services with additional 7.5% matching option.
- Vacation Days - 30 paid days (6 weeks) per year.
- Maternity leave - 16 weeks with full pay.

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- Paternity leave - 4 weeks with full pay.
- Medical/dental/vision employee coverage

**EDUCATIONAL AND EXPERIENCE REQUIREMENTS**

- University degree, preferably in Communications, Marketing, Journalism, Public Relations, International Affairs or related field.

- At least five (5) years of relevant work experience in the areas of media relations, communications, digital storytelling and report writing, as well as experience with other written communications. Previous work experience on corporate social responsibility is desirable. Professional experience in both the private sector or non-profits and the United Nations is desirable.

- Proficiency in English is essential (full command of both spoken and written). Knowledge of other official UN languages would be desirable.

**RECRUITMENT PROCESS**

- Please include the following materials in your e-mail submission to hrinquiries@unglobalcompact.org with the subject heading "Manager, Communications (Media and Impact)"

  1. Cover Letter
  2. Resume/CV

- Applications will be accepted until 31 December 2019.

- Given the anticipated volume of submissions, only highly qualified candidates will be contacted. No phone calls or unsolicited e-mails outside of the submission process.

- Applicants must be authorized to work in United States. The Foundation for the Global Compact does not sponsor work visas

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